



**Espacenet**

## Bibliographic data: JP 4510282 (B2)

### PROGRAM GUIDE SYSTEM WITH TARGETED ADVERTISING

**Publication date:** 2010-07-21

**Inventor(s):**

**Applicant(s):**

**Classification:**

- **international:** *G06Q30/00; H04N17/00; H04N5/445; H04N7/16; H04N7/173; H04N5/782*
- **European:** *H04N5/445M; H04N7/16; H04N7/16E2; H04N7/173; H04N7/173B2*

**Application number:** JP20000535142T 19990225

**Priority number(s):** US19980034939 19980304; WO1999US04163 19990225

- JP 2002506328 (A)
- WO 9945702 (A1)
- US 2010319013 (A1)
- US 2010192172 (A1)
- US 2010176078 (A1)
- more

Abstract not available for JP 4510282

(B2)

Abstract of corresponding document:

WO 9945702 (A1)

An interactive television program guide system is provided in which targeted advertisements may be presented to a user and targeted actions taken in the program guide based on the user's interests. The program guide monitors the user's interactions with the program guide to determine the user's interests. Interactions that may be monitored include interactions that indicate the categories of programming that interest the user (e.g., movies, sports, children's programming, etc.), setting a reminder for a program, purchasing a program, requesting information on a program, browsing program listings for a particular time or channel, etc.

